



# **Value Analysis and Engineering Reengineered: The Blueprint for Achieving Operational Excellence and Developing Problem Solvers and Innovators**

*Abate O. Kassa*

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## **Value Analysis and Engineering Reengineered: The Blueprint for Achieving Operational Excellence and Developing Problem Solvers and Innovators** Abate O. Kassa

Thought leader Abate Kassa finds the U.S. government's arbitrary cost-cutting directives of austerity measures or sequestration as a perfect example of moving in the wrong direction. Their system follows rule-sense rather than value-sense. In this book, Mr. Kassa proposes reengineered value analysis/value engineering (VA/VE) as the way to deliver superior service at a minimum cost.

By mastering the powerful re-engineered VA/VE problem-solving value methodology (PISERIA) outlined in this book, any organization regardless of industry will be able to self-diagnose problems and self-discover solutions.

The book is the product of Abate Kassa's dual lenses of experience and research over four decades. In the book, Mr. Kassa updates and upgrades VA/VE by integrating popular improvement methodologies, including Six Sigma, Lean Manufacturing, Total Quality Management, Kaizen, Business Process Reengineering, and Project Management, into the scientific method of the value methodology he dubbed PISERIA. By so doing, the author hopes to positively disrupt the status quo of the siloed thinking of these fragmented methodologies.

If you are engaged in the pursuit of excellence and are ready to make the leap from good to great, while generating an immediate payback, you will want to empower your people with an understanding of the reengineered VA/VE outlined in this book.

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